



WXYZ

ORDER

Print Date 10/26/12 Page 1 of 4

Flight Dates **10/17/12-10/23/12**

Contract / Revision **312702 /** **Protecting Michigan Taxpayers**

Original Date / Revision Agency Com 15%

09/26/12 10/17/12 Billing Contact

Advertiser **Protecting Michigan Taxpay**
P. O. Box 25093
Alexandria, VA 22313

Agency **Main Street Media**

Buying Contact
P. O. Box 25093
Alexandria, VA 22313
Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:20:00
Estimate # **1055**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL ISS
Product Codes PL
Priority FX
Advertiser Ref

Primary Account Executive
 Dave Lombardo

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Dave Lombardo | 100% | | |

| Order Share % | Market Value |
|-------------------|------------------------|
| Competing Station | % of Order Amount |
| CABLE | % |
| UNKWN | 100% |
| WADL | % |
| WDIV | % |
| WDWB | % |
| WJBK | % |
| WKBD | % |
| WLPC | % |
| WPXD | % |
| WTVS | % |
| WWJ | % |

Order Totals

Billing Plan

| Month | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|---------------|------------|---------------------|---------------------|-------------|------------|----------|---------|--------------|--------------|
| October 2012 | 59 | \$163,370.00 | \$192,200.00 | 0.00 | 10/01/12 | 10/23/12 | 59 | \$163,370.00 | \$192,200.00 |
| Totals | 59 | \$163,370.00 | \$192,200.00 | 0.00 | | | | | |

| | | | | | | | | | | | | | <u>Totals</u> | |
|-------|------|-------------------|-----------------|---------------------------------|-------|-------------------|---------|-------------|-------|---------------|-----|----------|---------------|-------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount |
| N 1 | WXYZ | 10/18/12 | 10/22/12 | 5am News M-F 5am News M-F | CM | 5-6am M-F | 1--1--- | :30 | 2 | \$900.00 | FX | 0.00 NM | 2 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/17/12 | 10/23/12 | 1--1--- | | 2 | | \$900.00 | | 0.00 | | | | |
| N 2 | WXYZ | 10/17/12 | 10/23/12 | 6am News M-F Action News 6am | CM | 6-7am M-F | -11-1-- | :30 | 3 | \$1,800.00 | FX | 0.00 NM | 3 | \$5,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/17/12 | 10/23/12 | -11-1-- | | 3 | | \$1,800.00 | | 0.00 | | | | |
| N 3 | WXYZ | 10/17/12 | 10/23/12 | GMA M-F 7-9am M-F 7-9am | CM | 7-9am M-F | 11111-- | :30 | 5 | \$2,000.00 | FX | 0.00 NM | 5 | \$10,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |



WXYZ

Print Date: 10/26/12

Page 2 of 4

Contract / Revision **312702** Flight Dates **10/17/12-10/23/12**

Hiatus Dates

Original Date / Revision 09/26/12/ 10/17/12

Order Sep 00:20:00

Advertiser **Protecting Michigan Taxpa** Product **Protecting Michigan Taxpay** Estimate # **1055**

| | | | | | | | | | | | | | Totals | |
|-------------|------|-------------------|-------------------|-------------------------------------|-----------------------|----------------|-----------------|---------------|-------------------------|------------|-------------|----------|--------|-------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount |
| N 3 | WXYZ | 10/17/12 | 10/23/12 | GMA M-F 7-9am M-F 7-9am | CM | 7-9am M-F | 11111-- | :30 | 5 | \$2,000.00 | FX | 0.00 NM | 5 | \$10,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/17/12 | 10/23/12 | 11111-- | 5 | | \$2,000.00 | | 0.00 | | | | | |
| N 4 | WXYZ | 10/17/12 | 10/23/12 | M-F 9a-10a M-F 9a-10a | CM | 9-10am M-F | -11-1-- | :30 | 3 | \$1,000.00 | FX | 0.00 NM | 3 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/17/12 | 10/23/12 | -11-1-- | 3 | | \$1,000.00 | | 0.00 | | | | | |
| N 5 | WXYZ | 10/18/12 | 10/22/12 | M-F 10a-11a M-F 10a-11a | CM | 10-11am M-F | 1--1--- | :30 | 2 | \$800.00 | P-2 | 0.00 NM | 2 | \$1,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/17/12 | 10/23/12 | 1--1--- | 2 | | \$800.00 | | 0.00 | | | | | |
| N 6 | WXYZ | 10/17/12 | 10/23/12 | M-F 11a-12n M-F 11a-12n | CM | 11am-12pm M-F | -11-1-- | :30 | 3 | \$1,500.00 | FX | 0.00 NM | 2 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/17/12 | 10/23/12 | -11-1-- | 3 | | \$1,500.00 | | 0.00 | | | | | |
| <u>Spot</u> | | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> | | | |
| 2 | | WXYZ | 10/17/12-10/23/12 | M-F 11a-12n | 11am-12pm M-F | | -TW--F---- | :30 | (\$1,500.00) | 0.00 | NM | | | |
| | | See MG 16.2 | | | | | | | | | | | | |
| | | [n/a] | | | | | | | | | | | | |
| N 7 | WXYZ | 10/18/12 | 10/23/12 | 12-1pm M-F 12-1pm | CM | 12-1pm | 11-1--- | :30 | 3 | \$1,200.00 | FX | 0.00 NM | 3 | \$3,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/17/12 | 10/23/12 | 11-1--- | 3 | | \$1,200.00 | | 0.00 | | | | | |
| N 8 | WXYZ | 10/17/12 | 10/23/12 | M-F 1p-2p The Chew | CM | 1-2pm M-F | -11-1-- | :30 | 3 | \$800.00 | P-3 | 0.00 NM | 3 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/17/12 | 10/23/12 | -11-1-- | 3 | | \$800.00 | | 0.00 | | | | | |
| N 9 | WXYZ | 10/18/12 | 10/22/12 | M-F 2p-3p 2-3pm General Hospital | CM | 2-3pm M-F | 1--1--- | :30 | 2 | \$800.00 | P-3 | 0.00 NM | 2 | \$1,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/17/12 | 10/23/12 | 1--1--- | 2 | | \$800.00 | | 0.00 | | | | | |
| N 10 | WXYZ | 10/17/12 | 10/23/12 | M-F 3p-4p M-F 3p-4p | CM | 3-4pm M-F | -11-1-- | :30 | 3 | \$1,000.00 | P-3 | 0.00 NM | 3 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/17/12 | 10/23/12 | -11-1-- | 3 | | \$1,000.00 | | 0.00 | | | | | |
| N 11 | WXYZ | 10/18/12 | 10/22/12 | M-F 4-5pm Dr. Oz | CM | 4-5pm M-F | 1--1--- | :30 | 2 | \$1,400.00 | FX | 0.00 NM | 2 | \$2,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/17/12 | 10/23/12 | 1--1--- | 2 | | \$1,400.00 | | 0.00 | | | | | |
| N 12 | WXYZ | 10/17/12 | 10/23/12 | 5p News 5-6pm M-F | CM | 5-6pm M-F | -11-1-- | :30 | 3 | \$1,800.00 | FX | 0.00 NM | 3 | \$5,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/17/12 | 10/23/12 | -11-1-- | 3 | | \$1,800.00 | | 0.00 | | | | | |
| N 13 | WXYZ | 10/18/12 | 10/22/12 | 6p News 6-630pm M-F | CM | 6-630pm M-F | 1--1--- | :30 | 2 | \$2,500.00 | FX | 0.00 NM | 2 | \$5,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/17/12 | 10/23/12 | 1--1--- | 2 | | \$2,500.00 | | 0.00 | | | | | |
| N 14 | WXYZ | 10/17/12 | 10/23/12 | 7p News M-F 7-730p | CM | 7-730pm M-F | -11-1-- | :30 | 3 | \$2,500.00 | FX | 0.00 NM | 3 | \$7,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |



WXYZ

Print Date: 10/26/12

Page 3 of 4

Contract / Revision **312702** Flight Dates **10/17/12-10/23/12**

Hiatus Dates

Original Date / Revision 09/26/12/ 10/17/12

Order Sep 00:20:00

Advertiser **Protecting Michigan Taxpa** Product **Protecting Michigan Taxpay** Estimate # **1055**

| | | | | | | | | | | | | | Totals | |
|--|-----------|-------------------|-----------------|--|-------------------|-----------------------|--------------------------------|---------------|---------------|--------------------------|-----|-----------------|--------|-------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount |
| N 14 | WXYZ | 10/17/12 | 10/23/12 | 7p News M-F 7-730p | CM | 7-730pm M-F | - 11- 1- - | :30 | 3 | \$2,500.00 | FX | 0.00 NM | 3 | \$7,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/17/12 | 10/23/12 | - 11- 1- - | 3 | | \$2,500.00 | | 0.00 | | | | | |
| N 15 | WXYZ | 10/18/12 | 10/22/12 | Access M-F 730-8pm M-F 730-8pm | CM | 730-8pm M-F | 1- - 1- - - | :30 | 2 | \$3,000.00 | FX | 0.00 NM | 1 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/17/12 | 10/23/12 | 1- - 1- - - | 2 | | \$3,000.00 | | 0.00 | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg Type</u> | | |
| 2 | WXYZ | 10/17/12-10/23/12 | | Access M-F 730-8pm | | 730-8pm M-F | M- - Th- - - - - | :30 | | (\$3,000.00) | | 0.00 NM | | |
| See MG 16.2 [ford lions report not news...ck] | | | | | | | | | | | | | | |
| N 16 | WXYZ | 10/22/12 | 10/22/12 | MO 8-10pm Dancing MO 8-10pm Dancing | CM | 8-10p | M- - - - - | :30 | 1 | \$15,000.00 | P-2 | 0.00 NM | 1 | \$21,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/17/12 | 10/23/12 | M- - - - - | 1 | | \$15,000.00 | | 0.00 | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg Type</u> | | |
| 1 | WXYZ | 10/17/12-10/23/12 | | MO 8-10pm Dancing | | 8-10p | M- - - - - | :30 | | (\$15,000.00) | | 0.00 NM | | |
| See MG 16.2 [foed lion report....mt] | | | | | | | | | | | | | | |
| 2 | NXYZ | 10/22/12-10/22/12 | | Detroit Lions Football | | 830-1130p | M- - - - - | :30 | | \$21,500.00 | | 0.00 NM | | |
| Ⓜ MG for 6.2,15.2,16.1 [Program Late-Run] | | | | | | | | | | | | | | |
| N 17 | WXYZ | 10/17/12 | 10/23/12 | Late News M-Su 11pm Action News Updat | CM | 11-1135pm M-Sun | - 11- 111 | :30 | 5 | \$4,000.00 | P-2 | 0.00 NM | 5 | \$20,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/17/12 | 10/23/12 | - 11- 111 | 5 | | \$4,000.00 | | 0.00 | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg Type</u> | | |
| 3 | WXYZ | 10/17/12-10/23/12 | | Late News M-Su | | 11-1135pm M-Su | - TW- - FSaSu | :30 | | (\$4,000.00) | | 0.00 NM | | |
| See MG 17.6 [news is at 11:30pm on Saturday, 10/20] | | | | | | | | | | | | | | |
| 6 | NXYZ | 10/20/12-10/20/12 | | Late News M-Su | | 11-1135pm M-Su | (11:30 PM-12:00- - - - - Sa- - | :30 | | \$4,000.00 | | 0.00 NM | | |
| Ⓜ MG for 17.3 10/20 [Sports Late-Run] | | | | | | | | | | | | | | |
| N 18 | WXYZ | 10/18/12 | 10/22/12 | M-F 1135p-1205a Nightline | CM | 1135pm-1205am M | - 1- - 1- - - | :30 | 2 | \$2,000.00 | FX | 0.00 NM | 2 | \$4,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/17/12 | 10/23/12 | 1- - 1- - - | 2 | | \$2,000.00 | | 0.00 | | | | | |
| N 19 | WXYZ | 10/23/12 | 10/23/12 | Tuesday Prime A Tuesday Prime A | CM | 8-9pm Tuesday | - T- - - - - | :30 | 1 | \$15,000.00 | P-2 | 0.00 NM | 1 | \$15,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/17/12 | 10/23/12 | - T- - - - - | 1 | | \$15,000.00 | | 0.00 | | | | | |
| N 20 | WXYZ | 10/17/12 | 10/17/12 | Wednesday Prime C Wednesday Prime C | CM | 10-11pm Wednesd | - W- - - - | :30 | 1 | \$7,500.00 | P-2 | 0.00 NM | 1 | \$7,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/17/12 | 10/23/12 | - - W- - - - | 1 | | \$7,500.00 | | 0.00 | | | | | |
| N 21 | WXYZ | 10/18/12 | 10/18/12 | Thursday Prime B Greys Anatomy | CM | 9-10pm Thursday | - - - T- - - | :30 | 1 | \$14,000.00 | P-3 | 0.00 NM | 1 | \$14,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/17/12 | 10/23/12 | - - - T- - - | 1 | | \$14,000.00 | | 0.00 | | | | | |
| N 22 | WXYZ | 10/19/12 | 10/19/12 | Friday Prime C Friday Prime C | CM | 10-11pm Friday | - - - - F- - | :30 | 1 | \$5,000.00 | P-3 | 0.00 NM | 1 | \$5,000.00 |



WXYZ

Print Date: 10/26/12

Page 4 of 4

Contract / Revision **312702** Flight Dates **10/17/12-10/23/12**

Hiatus Dates

Original Date / Revision 09/26/12/ 10/17/12

Order Sep 00:20:00

Advertiser **Protecting Michigan Taxpa** Product **Protecting Michigan Taxpay** Estimate # **1055**

| | | | | | | | | | | | | | | Totals | |
|--------|------|-------------------|-----------------|---|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|--------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
| N22 | WXYZ | 10/19/12 | 10/19/12 | Friday Prime C Friday Prime C | CM | 10-11pm Friday | ----F-- | :30 | 1 | \$5,000.00 | P-3 | 0.00 | NM | 1 | \$5,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/17/12 | 10/23/12 | ----F-- | | | | | 1 | \$5,000.00 | | 0.00 | | | |
| N23 | WXYZ | 10/20/12 | 10/20/12 | GMA SAT 7-8am GMA SAT 7-8am | CM | SAT 7-8am | -----S- | :30 | 1 | \$900.00 | FX | 0.00 | NM | 1 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/17/12 | 10/23/12 | -----S- | | | | | 1 | \$900.00 | | 0.00 | | | |
| N24 | WXYZ | 10/20/12 | 10/20/12 | Early News Sa 7p (Foll Sa 7-8p | CM | 7pm Sat | -----S- | :30 | 1 | \$2,000.00 | FX | 0.00 | NM | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/17/12 | 10/23/12 | -----S- | | | | | 1 | \$2,000.00 | | 0.00 | | | |
| N25 | WXYZ | 10/20/12 | 10/20/12 | ABC Saturday Night Foot ABC's Saturday Night Foc | CM | SA 8pm-1130pm | -----S- | :30 | 1 | \$3,000.00 | P-3 | 0.00 | NM | 1 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/17/12 | 10/23/12 | -----S- | | | | | 1 | \$3,000.00 | | 0.00 | | | |
| N26 | WXYZ | 10/21/12 | 10/21/12 | GMA SUN 7-8am GMA SUN 7-8am | CM | SUN 7-8am | -----S | :30 | 1 | \$900.00 | FX | 0.00 | NM | 1 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/17/12 | 10/23/12 | -----S | | | | | 1 | \$900.00 | | 0.00 | | | |
| N27 | WXYZ | 10/21/12 | 10/21/12 | Early News Su Su 6-630p | CM | 6-630pm Sun | -----S | :30 | 1 | \$1,800.00 | FX | 0.00 | NM | 1 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/17/12 | 10/23/12 | -----S | | | | | 1 | \$1,800.00 | | 0.00 | | | |
| N28 | WXYZ | 10/21/12 | 10/21/12 | Sunday Prime A Sunday Prime A | CM | 7-8pm Sunday | -----S | :30 | 1 | \$6,000.00 | FX | 0.00 | NM | 1 | \$6,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/17/12 | 10/23/12 | -----S | | | | | 1 | \$6,000.00 | | 0.00 | | | |
| N29 | WXYZ | 10/21/12 | 10/21/12 | Sunday Prime C Revenge | CM | 9-10pm Sunday | -----S | :30 | 1 | \$10,000.00 | P-2 | 0.00 | NM | 1 | \$10,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/17/12 | 10/23/12 | -----S | | | | | 1 | \$10,000.00 | | 0.00 | | | |
| N30 | WXYZ | 10/22/12 | 10/22/12 | Detroit Lions Football Detroit Lions Football | CM | 830-1130p | M----- | :30 | 1 | \$21,500.00 | P-4 | 0.00 | NM | 1 | \$21,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/17/12 | 10/23/12 | M----- | | | | | 1 | \$21,500.00 | | 0.00 | | | |
| Totals | | | | | | | | | | | | | | 59 | \$192,200.00 |